

Progress Report 4

UPDATES

- RaiderPCMart Story- I received this story about one month ago and have gradually worked on it over that course of time. When I received the story it was pretty bare and need some supporting content, quotes and editing.

Here is how the story came together:

- Edit the original story written by another intern.
- Interviewed Chief Information Officer, Sam Segran, for quotes and more information.
- Added quotes and supporting content gathered from interview.
- *Routed the story through senior writers and my supervisors.
- Made suggested changes after each senior writer's review.
- Created headline, blurb, cutline and original graphics.
- Created Web page for story and supporting, and placed on the Texas Tech Today Web site.

*Routing- sending a story to each writer in the department for edits and written approval for publishing.

- [See the Story!](#)
- Produced Web page for "[Explosive Discovery](#)" story.
 - This story received over 800 hits in its first week of publish, due mainly to the "ShareThis" feature of the Wordpress system.
- Added Calvin Barnes to the [Experts Guide](#).
- Produced Web page for [Antonin Scalia story](#).
- Produced Web page for the [School of Law Team](#) story.
 - I had fun with this one by creating a main image that has a black and white background and color foreground. This allows the team members featured in the photo to stand out.

INTERACTIONS

I had a number of interesting interactions this reporting period.

- Sam Segran, Chief Information Officer- I interviewed Mr. Segran for the RaiderPCMart story. In the interview he gave me a overview of his job as CIO and explained several initiatives that he is leading,
- Mary Jane Hurst, Special Assistant to the President- I have met with Mrs. Hurst several times to discuss a project that we are collaborating on.
- Staff meeting- The meeting involved several of the senior writers, the Web Communications team and one individual from the Creative Solutions department. We discussed social media marketing and brainstormed some ways we can better reach current and perspective student using social media.

CURRENT PROJECTS

- Presidential Lecture & Performance Series- I am assisting Mary Jane Hurst in preparing display and informative materials for the lecture & performance series. The purpose of the materials is to inform the new president and board of regents of the university.

An overview of the project:

- Gather information about the Series.
 - Design and create a display to be placed in a glass display case in the administration building.
 - Design and print a document to be given to the president and board of regents.
- Social Media Marketing- This is a project that I have a lot of personal interests in because it involves my area of research, I will be able to use a number of my current findings throughout this project.

The OCM has been discussing social media for a while and want to utilize it as a means by which to communicate more efficiently with current and perspective students. We have had brainstorming sessions together and I have been researching higher education marketing, which is closely related to the subject and is the focus of my internship course paper.

The project is pretty straight forward and involves:

- Identify popular social media outlets used by the Texas Tech community.
- Identify what content current and perspective students would be most interested in.
 - Texas Tech Wallpapers, ringtones, event info, news, etc.
- Develop or modify current social media entities controlled by our office.
 - Develop official Texas Tech page on Facebook.
 - Develop Texas Tech Myspace page
 - Modify content of TTU YouTube channel and Itunes.